Source: https://www.industrydocuments.ucsf.edu/docs/rjpj0004

Smoking Interest

	Kent Ultra Lights											
	Total	Blue	Yellow	Kent	Vantage Ultra Lights	Kent III	Contrast	Vantage	Kent	Trend	Carlton
N=	400	287	113	400	400	400	400	400	400	400	400
	%	%	%	%	%	%	%	%	%	%	%
It's my own brand now	—	—	—	25	—	5	1	5	3	—	4
Positive Interest	63	64	62	30	29	22	22	19	17	15	14
Definitely interested in smoking	28	27	30	9	9	6	6	7	7	5	4
Probably interested in smoking	35	37	32	21	19	16	16	12	10	10	10
Might not be interested	19	19	19	17	18	19	20	15	15	16	8
Negative Interest	18	17	19	28	52	54	56	61	64	69	74
Probably not be interested	8	7	8	10	16	15	21	17	22	23	16
Definitely not be interested	10	10	11	18	36	39	35	44	22	46	58
Image interest (5.0 = definitely interested, 1.0 = definitely not interested)	3.6	3.6	3.6	2.9	2.5	2.3	2.4	2.2	2.1	2.1	1.8

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Table 4